



**WORCESTER**  
S T A T E  
**UNIVERSITY**

**Finding Aid for  
Worcester State University  
Marketing**

Created by Ross Griffiths, August 21, 2018

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Archives and Special Collections  
Worcester State University Library

Worcester State University  
486 Chandler Street  
Worcester, MA 01602

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## COLLECTION OVERVIEW

<b>Call Number</b>	WSU.0022
<b>Repository</b>	Archives and Special Collections, Worcester State University
<b>Location</b>	Learning Resource Center, L-328A
<b>Title</b>	Worcester State University Newsletters and Related Publications
<b>Date range</b>	1973-2012
<b>Extent:</b>	10 linear feet: 12 boxes, 1 shelf.
<b>Creator(s)</b>	Staff of Worcester State College/University.
<b>Language(s)</b>	English
<b>Abstract</b>	<i>Communique</i> and <i>The Willow</i> are newsletters aimed at staff, faculty, alums and the larger community intended to share information about and promote campus events, achievements, and personnel matters. Photographic images and audio-visual materials record campus events for purposes of documentation and promotion.

## ACCESS AND USE INFORMATION

<b>Physical Access</b>	Materials are available for use only in the Archives Reading Room (L-328A). Users must handle materials with clean hands. Disks may be accessed using laptop computers provided.
<b>Copyright and ownership</b>	Researchers are responsible to obtain appropriate permissions before republishing materials under copyright.
<b>Citation format</b>	[title, year] Worcester State University Marketing Collection, Archives and Special Collections, Worcester State University Library.

## ACQUISITION AND PROCESSING INFORMATION

<b>Accession number(s)</b>	Pre2015.0038; ACC.2016.11; ACC.2019.001; ACC 2019.002; ACC.2019.019
<b>Provenance</b>	Materials were created by the Worcester State Marketing department and related administrative areas and transferred to the Archives beginning before 2015.
<b>Processing information</b>	The periodical collections were organized chronologically and placed in acid free containers. When available, two copies were retained in collection with the remainder placed in a redundancy file. Disks were organized numerically and placed in acid-free boxes.
<b>Biographical and historical information</b>	<i>Communique</i> began publication in 1995 while <i>The Willow</i> , aimed at the larger WSU neighborhood community, debuted in Fall, 2002. Photographs were taken by numerous WSU staff members and saved on disk.

## SCOPE AND CONTENT

The collection contains print newsletters, digital photographs, and audio-visual materials from 1973-2012. Included is information about awards and honors, commencement and other events, construction projects, enrollment and financial information, historic commemorations, and personnel information. Some volume numbers are skipped or repeated in error.

## ARRANGEMENT

This collection is arranged in five series according to record type.

<b>Series I</b>	<b>Administrative, 2012</b> This series includes a style guide manual for writers and editors.
<b>Series II</b>	<b>Audio-visual materials, 1973-1999.</b> This series includes promotional materials produced by WSU affiliates or outside contractors. All videos are currently recorded on obsolete and inaccessible formats.
<b>Series III</b>	<b><i>Communique</i>, 1995-2008</b>

This series includes the *Communique* newsletter. Published biannually for 1995 and 1996, publication became monthly from September to May beginning in 1997. This series shows development over time from a two sheet newsletter to a multi-page publication.

**Series IV**

***The Willow*, 2002-2007**

*The Willow* debuted in 2002 and was directed at the larger WSU neighborhood to facilitate “town and gown” communications and includes information relevant to the surrounding neighborhood. It was published biannually. This series appears to be incomplete with volumes missing for 2004. Volume/issue numbers are duplicated in error in 2007.

**Series V**

**Photographic images (disks), 2001-2009**

Digital photographic images taken of Worcester State programs and events including those for alumni, athletics, commencement, faculty, and VIP visits. A subject inventory of disks is available in Appendix A.

**ACCESS POINTS**

Terms below correspond to Library of Congress name or subject headings.

**Organizations**

Worcester State College  
Worcester State University

**Subject Terms**

Massachusetts State College System  
Teachers Colleges--Massachusetts--History  
Worcester (Mass.)--History

**RELATED COLLECTIONS**

WSU.0005 Worcester State University Yearbooks  
WSU.0015 Worcester State University Student Newspapers

**DESCRIPTIVE INVENTORY**

<b>Series I</b>	<b>Administrative, 2012</b>
<b>Box/fldr</b>	
1.45	Style Guide, 2012
<b>Series II</b>	<b>Audio-visual, 1973-1999</b>
<b>Shelf</b>	
C.2.1	<i>Focus on the Future</i> , nd
C.2.1	<i>Take it From The Top, The Massachusetts State College System</i> , 1973
C.2.1	<i>That's Why We're Here: Worcester State College</i> , 1978
C.2.1	<i>Worcester State College</i> , 1999
C.2.1	<i>Worcester State College Commercial</i> , n.d.
C.2.1	<i>Worcester State Today</i> , 1976
<b>Series II</b>	<b>Communique, 1995-2008</b>
<b>Box/fldr</b>	
1.1	<i>Communique</i> , 1, Fall 1995
1.2	<i>Communique</i> , 2, Spring 1995
1.3	<i>Communique</i> , 1 Spring 1996
1.4	<i>Communique</i> , 1:2, 10/1997
1.5	<i>Communique</i> , 1:3, 11/197
1.6	<i>Communique</i> , 1:4, 12/1997
1.7	<i>Communique</i> , 1:5, 1/1998
1.8	<i>Communique</i> , 1:7, 2/1998
1.9	<i>Communique</i> , 1:8, 3/1998
1.10	<i>Communique</i> , 1:9, 4/1998
1.11	<i>Communique</i> , 1:10, 5/1998
1.12	<i>Communique</i> , 2:1, 9/1998
1.13	<i>Communique</i> , 2:2, 10/1998
1.14	<i>Communique</i> , 2:3, 11/1998
1.15	<i>Communique</i> , 2:5, 12/1998
1.16	<i>Communique</i> , 2:6, 1/1999
1.17	<i>Communique</i> , 2:7, 2/1999
1.18	<i>Communique</i> , 2:8, 3/1999
1.19	<i>Communique</i> , 2:9, 4/1999
1.20	<i>Communique</i> , 2:10, 5/1999
1.21	<i>Communique</i> , 3:1, 9/1999
1.22	<i>Communique</i> , 3:2, 10/1999
1.23	<i>Communique</i> , 3:3, 11/1999
1.24	<i>Communique</i> , 3:4, 12/1999
1.25	<i>Communique</i> , 3:5, 1/2000
1.26	<i>Communique</i> , 3:6, 2/2000
1.27	<i>Communique</i> , 3:7, 3/2000

1.28	<i>Communique, 3:8, 4/2000</i>
1.29	<i>Communique, 3:9, 5/2000</i>
1.30	<i>Communique, 4:1, 9/2000</i>
1.31	<i>Communique, 4:2, 10/2000</i>
1.32	<i>Communique, 4:3, 11/2000</i>
1.33	<i>Communique, 4:4, 12/2000</i>
1.34	<i>Communique, 4:5, 1/2001</i>
1.35	<i>Communique, 4:6, 2/2001</i>
1.36	<i>Communique, 4:7, 3/2001</i>
1.37	<i>Communique, 4:8, 4/2001</i>
1.38	<i>Communique, 4:9, 5/2001</i>
1.39	<i>Communique, 5:1, 9/2001</i>
1.40	<i>Communique, 5:2, 10/2001</i>
1.41	<i>Communique, 5:3, 11/2001</i>
1.42	<i>Communique, 5:4, 12/2001</i>
1.43	<i>Communique, 5:5, 2/2002</i>
1.44	<i>Communique, 5:6, 3/2002</i>
2.1	<i>Communique, 5:7, 4/2002</i>
2.2	<i>Communique, 5:8, 5/2002</i>
2.3	<i>Communique, 6:1, 9/2002</i>
2.4	<i>Communique, 6:2, 10/2002</i>
2.5	<i>Communique, 6:3, 11/2002</i>
2.6	<i>Communique, 6:4, 12/2002</i>
2.7	<i>Communique, 6:5, 1/2003</i>
2.8	<i>Communique, 6:6, 2/2003</i>
2.9	<i>Communique, 6:7, 3/2003</i>
2.10	<i>Communique, 6:8, 4/2003</i>
2.11	<i>Communique, 6:9, 5/2003</i>
2.12	<i>Communique, 7:1, 9/2003</i>
2.13	<i>Communique, 7:2, 10/2003</i>
2.14	<i>Communique, 7:3, 11/2003</i>
2.15	<i>Communique, 7:4, 12/2003</i>
2.16	<i>Communique, 7:5, 1/2004</i>
2.17	<i>Communique, 7:6, 2/2004</i>
2.18	<i>Communique, 7:7, 3/2004</i>
2.19	<i>Communique, 7:8, 4/2004</i>
2.20	<i>Communique, 7:9, 5/2004</i>
2.21	<i>Communique, 8:1, 9/2004</i>
2.22	<i>Communique, 8:2, 10/2004</i>
2.23	<i>Communique, 8:3, 11/2004</i>
2.24	<i>Communique, 8:4, 12/2004</i>
2.25	<i>Communique, 8:5, 1/2005</i>
2.26	<i>Communique, 8:6, 2/2005</i>
2.27	<i>Communique, 8:7, 3/2005</i>
2.28	<i>Communique, 8:8, 4/2005</i>

2.29	<i>Communique</i> , 8:9, 5/2005
3.1	<i>Communique</i> , 9:1, 9/2005
3.2	<i>Communique</i> , 9:2, 10/2005
3.3	<i>Communique</i> , 9:3, 11/2005
3.4	<i>Communique</i> , 9:4, 12/2005
3.5	<i>Communique</i> , 9:5, 1/2006
3.6	<i>Communique</i> , 9:6, 2/2006
3.7	<i>Communique</i> , 9:7, 3/2006
3.8	<i>Communique</i> , 9:8, 4/2006
3.9	<i>Communique</i> , 9:9, 5/2006
3.10	<i>Communique</i> , 10:1, 9/2006
3.11	<i>Communique</i> , 10:2, 10/2006
3.12	<i>Communique</i> , 10:3, 11/2006
3.13	<i>Communique</i> , 10:4, 12/2006
3.14	<i>Communique</i> , 10:5, 1/2007
3.15	<i>Communique</i> , 10:6, 2/2007
3.16	<i>Communique</i> , 10:7, 3/2007
3.17	<i>Communique</i> , 10:8, 4/2007
3.18	<i>Communique</i> , 10:9, 5/2007
3.19	<i>Communique</i> , 11:1, 9/2007
3.20	<i>Communique</i> , 11:3, 10/2007
3.21	<i>Communique</i> , 11:3, 11/2007
3.22	<i>Communique</i> , 11:4, 12/2007
3.23	<i>Communique</i> , 11:5, 1/2008
3.24	<i>Communique</i> , 11:6, 2/2008

**Series III                    *The Willow*, 2002-2007 (included related)**

3.25	<i>The Willow</i> , 1:1, Fall 2002
3.26	<i>The Willow</i> , 1:2, Spring 2003
3.27	<i>The Willow</i> , 2:1, Fall 2003
3.28	<i>The Willow</i> , 4:1, Winter 2005/2006
3.29	<i>The Willow</i> , 4:2, Summer, 2006
3.30	<i>The Willow</i> , 4:3, Fall 2006
3.31	<i>The Willow</i> , 4:3, Spring 2007
3.32	<i>The Willow</i> , Fall, 2007
3.33	<i>The Willow</i> , fonts samples (n.d.)

**Series IV                    Photographic images (disks), 2001-2009**

Box 4	Disks 1-100
Box 5	Disks 101-199
Box 6	Disks 200-242
Box 7	Disks 400-432; 562-596
Box 8	Disks 600-749
Box 9	Disks 750-899
Box 10	Disks 900-997



Box 11	Disks 1000-1099
Box 12	Disks 1100-1204